

1. Title	Formulate effective marketing and sales courses and training programmes
2. Code	EMELMS602A
3. Range	Applicable to marketing and sales of electrical works. Formulate effective marketing and sales courses and training programmes and facilitate the publicity and promotion of the entire organization.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand the requirements of internal training targets of the organization</p> <ul style="list-style-type: none"> ◆ Understand survey methods including: questionnaire survey, staff appraisal report, company policy, etc. to conduct survey on the internal training requirements of the organization ◆ Understand the training requirements of different departments in order to formulate marketing and sales courses and training programmes <p>6.2 Formulate marketing and sales courses and training programmes for the entire organization</p> <ul style="list-style-type: none"> ◆ Consolidate different, inconsistent and incomplete data to survey the requirements of the external competitive environment on staff's marketing and sales knowledge, including legal requirements, different clients, professional bodies, etc. in order to master the requirements of the industry and formulate marketing and sales courses and training programmes for the entire organization ◆ Formulate marketing and sales courses or training programmes according to the internal training requirements of the organization. Courses may include legal requirements, product characteristics and merits, types of market and market segment of client, classification of market, marketing development techniques, etc.
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to consolidate different, inconsistent and incomplete data to formulate appropriate survey methods to identify the training requirements; and</p> <p>(ii) Capable to formulate marketing and sales courses or training programmes to meet the training requirements.</p>
8. Remarks	